Energy Transitions Commission

# Social Media Pack - ETC Report *Mind the Gap: How Carbon Dioxide Removals Must Complement Deep Decarbonisation to Keep 1.5C Alive*

## OVERVIEW

Thank you for helping us promote the ETC's new report, *Mind the Gap: How Carbon Dioxide Removals Must Complement Deep Decarbonisation to Keep 1.5C Alive*. This pack is designed to help your teams share ETC's key findings and disseminate the messaging of the report across your social media channels.

## Link to report web page (links will be live at 0700 GMT on Wednesday 9th March)

Full Report can be found: https://www.energy-transitions.org/publications/mind-the-gap-cdr/

## Link to all social media assets

All social media assets (social cards and infographics) will be uploaded to Google Drive prior to the launch date. They can be directly accessed through this link: https://drive.google.com/drive/folders/1ZNyRhpIuFqdM9ipsmAE0Qd3wZ4gByiIb?usp=sharing

## ETC social media handles

Please remember to tag the ETC channels in any and all communications around the report launch and report's messaging.

Twitter: @ETC_Energy

LinkedIn: Energy Transitions Commission – https://www.linkedin.com/company/energy-transitions-commission/

Facebook: @EnergyTransitionsCommission

## Launch hashtags

The hashtags for the report are #MindtheCarbonGap & #RoleOfCDR. Please use these hashtags as often as you can in your social media activities around the report launches.

## Pre-Launch - Twitter

[The following template messages can be combined with any of the social cards in the Google Drive. Please remember to delete quotation marks when copy/pasting the following post templates]

**Posts by commissioners and their organisations**

"Proud to have contributed to the latest @ETC_Energy report setting out the complementary role of Carbon Dioxide Removals alongside deep decarbonisation.

Launching March 9th 🗓️ #MindtheCarbonGap

Stay tuned for more from the ETC and the road to #NetZero2050"

" 🚨 [TOMORROW / WEDNESDAY 9th March] 🚨 @ETC_Energy publishes its latest report on the #RoleOfCDR. Alongside ambitious emissions reductions, Carbon Dioxide Removals from nature, engineered and hybrid solutions can give the world a better chance to keep 1.5°C alive. #MindtheCarbonGap"

**Posts by partners and their organisations**

"We are excited for the launch of the new @ETC_Energy report coming March 9th 🗓️ on the #RoleOfCDR. Stay tuned to find out about the specific role for Carbon Dioxide Removals in addition to deep decarbonisation to keep the 1.5°C pathway alive! #MindtheCarbonGap #NetZero2050"

" 🚨 [TOMORROW / WEDNESDAY 9th March] 🚨 @ETC_Energy launch their latest report on #RoleOfCDR.The analysis finds a significant volume of Carbon Dioxide Removals will be required in addition to, not instead of rapid and deep decarbonisation to keep global temperatures below 1.5°C. #MindtheCarbonGap."

## On the day of the launch - Embargoed until 0700 GMT, Wednesday 9th March

**Twitter**

" 🚨 OUT TODAY 🚨 New @ETC_Energy report on keeping the 1.5°C pathway alive! #MindtheCarbonGap

Carbon Dioxide Removals will be required in addition to, not instead of, rapid and deep decarbonisation.

More on the analysis of the #RoleOfCDR below: https://bit.ly/3IHTOXL"

" 🚨 JUST RELEASED 🚨

New @ETC_Energy report sets out complementary #RoleOfCDR

Carbon Dioxide Removals cannot substitute deep decarbonisation. But alongside emissions reductions, CDR can give us a greater chance to limit global warming to 1.5°C.

Read here: https://bit.ly/3IHTOXL"

**LinkedIn/Facebook**

The latest **@Energy-Transitions-Commission** report sets out the complementary – yet critical – role of Carbon Dioxide Removals (CDR).

CDR cannot substitute for rapid and deep global decarbonisation, but if scaled up alongside ambitious reductions in emissions, removals from nature, engineered and hybrid solutions can give the world a greater chance of preventing global temperatures from rising more than 1.5°C.

No single CDR solution can be deployed in significant enough volumes over the next 30 years to remove and store sufficient CO2 from the atmosphere. A portfolio of CDR options is needed.

The ETC report outlines three key scalable CDR solutions ready to be deployed today:
- Natural Climate Solutions which restore natural ecosystems, and improve land management.
- Engineered solutions such as Direct Air Carbon Removal and Storage
- Hybrid solutions sometimes known as Biomass with Carbon Removal and Storage.

This is not an either/or equation; all of these solutions will be needed to address the carbon overshoot gap.

To understand the necessary support from both corporates and governments critical to scale removals at pace, have a read of the report: https://www.energy-transitions.org/publications/mind-the-gap-cdr/